



RCA VICTOR

presents

Stereo-Orthophonic High Fidelity

High Fidelity that can bring you all the thrills of the new stereophonic records—brilliant performance on all other records!



PLUS SOUNDS OF THE FUTURE IN
Table Radios • Clock-Radios • Portable
Radios • Transistor "Personal" Radios
"Victrola" Phonographs • Tape Recorders

NEW RCA VICTOR STEREO-ORTHOPHONIC "VICTROLAS" FOR THRILLING STEREOPHONIC SOUND AND HIGH FIDELITY

Out of RCA electronics research, a dramatic new advance in high fidelity: RCA Victor's new Stereophonic "Victrola."® The ingenious 2-in-1 design of key components makes it possible for you to enjoy this startling new sound at a surprisingly modest cost. By the simple addition of an auxiliary speaker to your Stereo-Orthophonic "Victrola," you can enjoy all the thrills and breathtaking realism of stereophonic records, plus brilliant performance on all other records.

RCA Victor Stereo-Orthophonic High Fidelity "Victrolas" offer these exceptional features: new 2-in-1 "Living Stereo" Pickup; new 2-in-1 Supercharged Chassis; new "Living Stereo" Tone Arm; 4-speed "Floating Action" Automatic Record Changer; and famous Panoramic Sound System. All of which can add up to the most thrilling sound your ears have ever heard!

The stereo record has a completely new kind of groove—both stereo sound channels are recorded independently, one on each of the opposite walls of the groove.



This is a blown-up view of groove.

Sound is picked up from both the left and right sides of each groove—supplying the two sound sources which give such breathtaking realism to recorded music.

New 2-in-1 "Living Stereo" Pickup...designed, developed and manufactured by RCA Victor to give you optimum reproduction of the new stereo records and all the records you now own!

New 2-in-1 "Supercharged Chassis"...employs a unique circuit design developed by RCA Victor. The two amplifiers needed for stereophonic sound reproduction are combined on a single compact chassis.



Stereophonic sound is recorded with *two* or more microphones—played back through a *dual* amplifier and *two* speaker systems. This recording system gives the sound increased direction, depth and dimension—a remarkably realistic quality.

RCA VICTOR

STEREO-ORTHOPHONIC HIGH FIDELITY "VICTROLAS"

You may complete your stereo system by choosing your auxiliary speaker from a handsome selection of RCA Victor Auxiliary Speakers.

Or you may use a quality speaker system in a TV set or radio.



Danish lowboy console. AM-FM radio. Extra-powerful "Supercharged Chassis." 4 speakers. "Living Stereo" tone arm; diamond stylus. "Room divider" finished back. Mahogany, oak or walnut veneers and selected hardwoods. *Mark VI* (SHC6)

Height, 31"; Width, 39 $\frac{3}{8}$ "; Depth, 17 $\frac{1}{4}$ ".



Traditional console styling. Powerful AM-FM radio. "Supercharged Chassis." 4 speakers. "Living Stereo" tone arm; diamond stylus. "Room divider" finished back. Mahogany, oak or walnut veneers and selected hardwoods. *Mark IV* (SHC4)

Height, 34 $\frac{1}{4}$ "; Width, 38"; Depth, 16 $\frac{3}{4}$ ".



Danish Modern console. Powerful AM-FM radio. 4 speakers. Panoramic Sound System. Diamond stylus. 4-speed record changer. "Room divider" finished back. In mahogany, oak or maple veneers and selected hardwoods. *Mark III* (SHC3)

Height 35"; Width, 41 $\frac{1}{2}$ "; Depth, 18 $\frac{1}{4}$ ".



Budget-priced portable. Balanced multiple-speaker sound system. Unique twin-element pickup. Featherweight tone arm. Lightweight and easy-to-carry. Smart charcoal gray-and-white simulated leather case. *Mark XIV*. (SHP14)

Height, 8 $\frac{3}{8}$ "; Width, 17"; Depth, 18 $\frac{3}{8}$ ".



New deluxe portable with 3-speaker Panoramic Sound System. New "Living Stereo" tone arm. Famous 4-speed "Floating Action" record changer. In durable, lightweight brown simulated leather case. *Mark XIII*. (SHP13)

Height, 10 $\frac{1}{8}$ "; Width, 19"; Depth, 19".



Handsome consolette with 3 speakers—one 6 $\frac{1}{2}$ " woofer, two 3 $\frac{1}{2}$ " tweeters. New 2-in-1 "Supercharged Chassis." Legs included. Mahogany-, maple-, oak- or walnut-grained finishes on laminated hardwoods. *Mark XII*. (SHP12)

Height, 27"; Width, 20"; Depth, 18".



Traditional console. 4 speakers. New "Living Stereo" tone arm with diamond stylus. *Mark VIII*. (SHP8). Available with AM-FM tuner as *Mark VIIID* (SHC8). Styled in mahogany, oak, maple or walnut veneers and selected hardwoods.

Height, 32"; Width, 28 $\frac{1}{2}$ "; Depth, 18".



French Provincial styling. 4-speaker Panoramic Sound. New 2-in-1 "Supercharged Chassis." Mahogany, maple or cherry bisque veneers and selected hardwoods. *Mark VII* (SHP7). Available with AM-FM tuner as *Mark VIIID*. (SHC7)

Height, 32"; Width, 28 $\frac{1}{2}$ "; Depth, 18".



French Provincial full-door console. Powerful AM-FM radio. 4 speakers—two 12", two 3 $\frac{1}{2}$ ". New "Living Stereo" tone arm with diamond stylus. In rich mahogany or cherry veneers and selected hardwoods. *Mark II*. (SHC2)

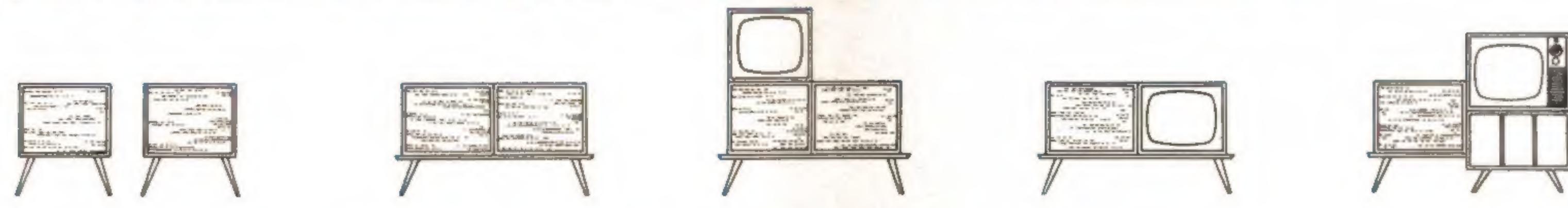
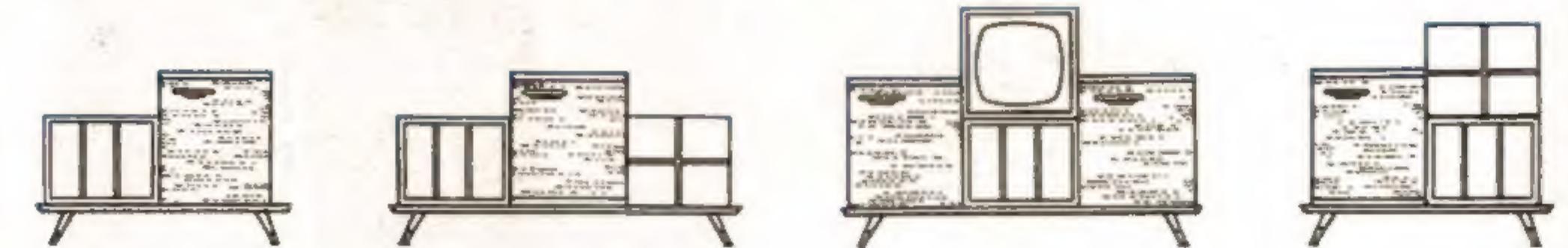
Height, 36"; Width, 37 $\frac{1}{4}$ "; Depth, 19".



Luxurious complete home sound center. Revolutionary new "magazine-loading" Stereo Tape Recorder for monaural or stereophonic sound on tape. Powerful AM-FM radio. 4-speed changer. 8 speakers—in two separate speaker cabinets, each with one 15", one 5" and two 3 $\frac{1}{2}$ " speakers. "Living Stereo" tone arm with diamond stylus. Traditional styling in mahogany veneers and selected hardwoods. *Mark I*. (SHC1)

Victrola cabinet: Height, 34 $\frac{1}{2}$ "; Width, 38 $\frac{1}{4}$ "; Depth, 21".
Speaker cabinets: Height, 34 $\frac{1}{2}$ "; Width, 26 $\frac{3}{4}$ "; Depth, 21".

RCA VICTOR MODULAR STEREO. ORTHOPHONIC HIGH FIDELITY



These are but a few of the many combinations

you can create with RCA Victor modular units.

Add-on modular units that enable you to create a decorating and listening plan to suit your exact needs! Stereophonic high fidelity that's as flexible as it's functional!

Matching units include: "Victrola," auxiliary speaker, record storage cabinet, AM-FM radio, magazine-loading Stereo Tape Recorder, table model TV and complementary benches. You can create numerous handsome furniture arrangements!



MARK XI MODULAR STEREO-ORTHOPHONIC HIGH FIDELITY

Functional modular units include: Mark XI "Victrola," Model SHP11; auxiliary speaker, Model SHS11; record cabinet, Model SHR11; record cabinet, Model RF11, with provision for drop-in tuner, Model 9T2; magazine-loading Stereo Tape Recorder, Model SC11; 2-unit bench, Model STD2; 3-unit bench, Model STD3.

Cabinets of hardboard in ebony; mahogany-, oak- or walnut-grained finishes. Benches, pale gold.

Dimensions: SHP11 "Victrola," height 29 $\frac{3}{4}$ " (with legs); 23" (without legs); width 20"; depth 16". SHS11 auxiliary speaker, same as "Victrola." SHR11 record storage cabinet, height 15"; width 23"; depth 16". RF11 record storage cabinet, same as SHR11. SC11 Stereo Tape Recorder, same as "Victrola." STD2 2-unit bench, length, 44 $\frac{1}{2}$ "; width, 16 $\frac{1}{2}$ ". STD3 3-unit bench, length, 64 $\frac{1}{2}$ "; width, 16 $\frac{1}{2}$ ".

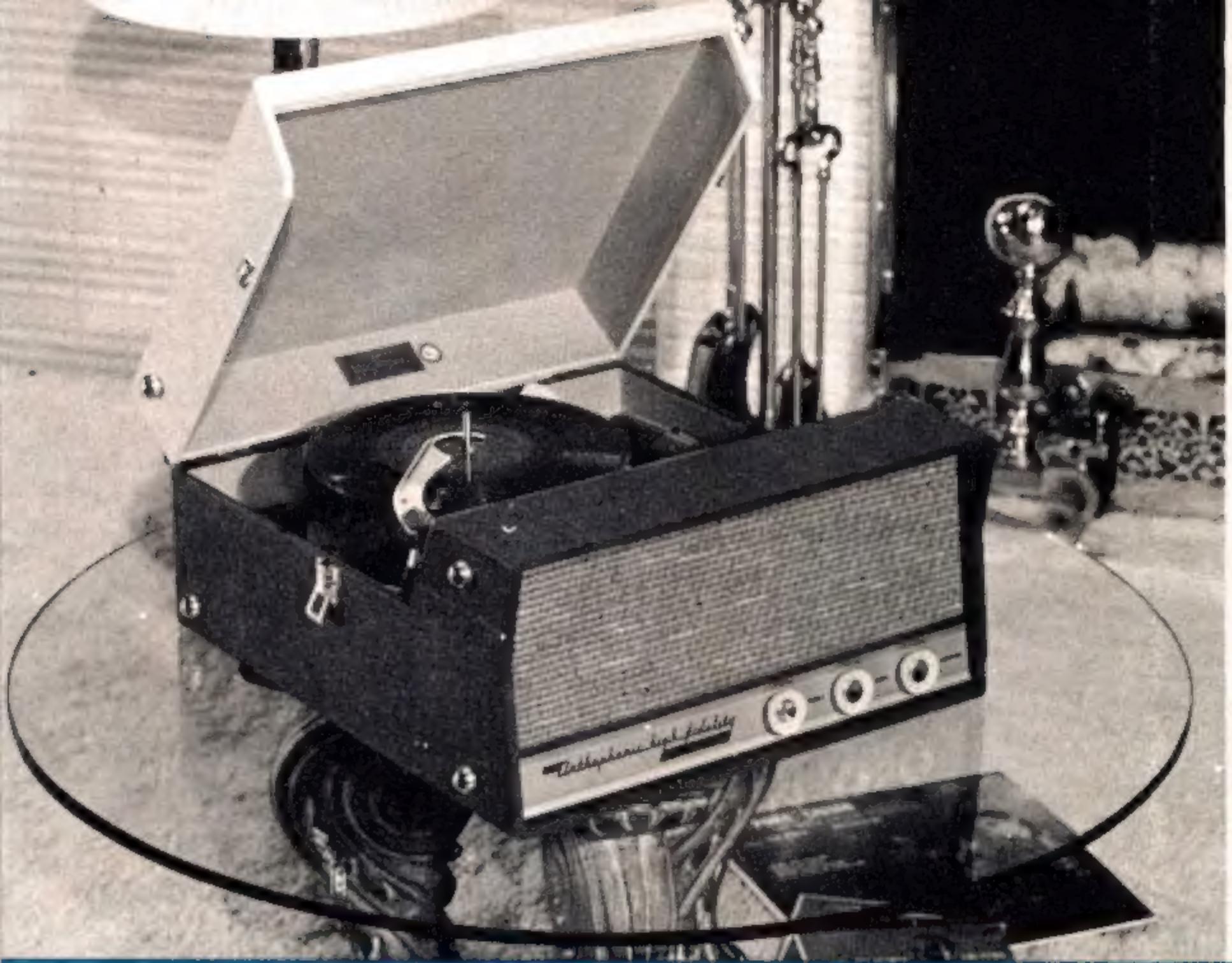


MARK IX MODULAR STEREO-ORTHOPHONIC HIGH FIDELITY

Matching units include: Mark IX "Victrola," Model SHP9; auxiliary speaker, Model SHS9; record cabinet, Model SHR9; magazine-loading Stereo Tape Recorder, Model SC9; drop-in AM-FM tuner, Model 9T2; two lowboy 2-unit benches, Models SHB1, SHB2; 2-in-1 split-level record cabinet-and-bench, Model SHB3.

Finishes: ebony; mahogany, oak or walnut veneers and selected hardwoods. SHB2 and SHB3

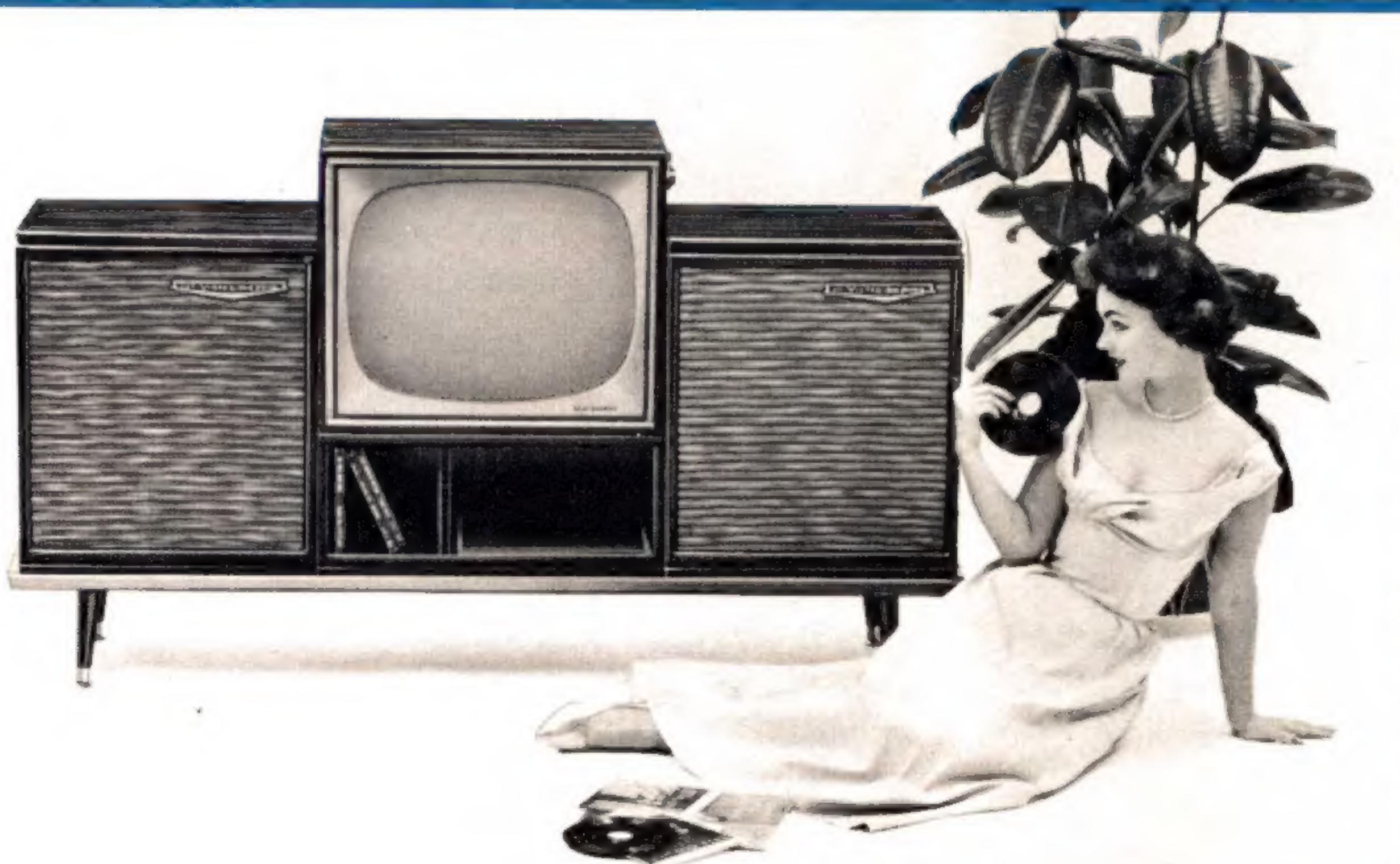
benches in same 4 finishes. SHB1 in pale gold. **Dimensions:** SHP9 "Victrola," height 32 $\frac{3}{8}$ " (with legs); 22 $\frac{1}{8}$ " (without legs); width 29 $\frac{1}{2}$ "; depth 16 $\frac{7}{8}$ ". SHS9 auxiliary speaker, same as "Victrola." SHR9 record cabinet, height 14 $\frac{1}{2}$ "; width 29 $\frac{1}{2}$ "; depth 16 $\frac{7}{8}$ ". SC9 Stereo Tape Recorder, same as "Victrola." SHB1 and SHB2 benches, length 60 $\frac{1}{2}$ "; width 17 $\frac{7}{8}$ ". SHB3 split-level unit, length 59"; width 27"; height 19 $\frac{1}{2}$ ".



Compact 4-speed portable hi-fi!
Balanced multiple-speaker system. Powerful amplifier. Automatic shut-off. "Floating Action" record changer. Brown-and-beige simulated leather. *Mark XV.* (HF99)

Height, 8½"; Width, 17"; Depth, 18½".

2 BRILLIANT HIGH FIDELITY "VICTROLAS"



Add-on modular high fidelity. Superb high fidelity "Victrola," plus matching auxiliary speaker, record cabinet, complementary benches, and even matching TV, enable you to create endless furniture arrangements.

Cabinets of hardboard in ebony; or mahogany-, oak- or walnut-grained finishes. 2- and 3-unit benches in pale gold.

Dimensions . . . Model HFP "Victrola," height, 29½" (with legs); 23" (without legs); width, 20"; depth, 16". Model HFA auxiliary speaker, same as "Victrola," Model HFR record cabinet, height, 11½"; width, 23"; depth, 16". Model STD2 bench, length, 44½"; width, 16½". Model STD3 bench, length, 64½"; width, 16½".

You can't turn back the hands of time to the *magic moments* in your family's life. But you can *catch them as they occur*—preserve them, and enjoy them again and again over the years—with an RCA Victor Tape Recorder.

You'll hear baby's first words—ten years later. You'll have the squeals and delight of his first birthday party tucked away in your "Family Album of Sound."

TAPE RECORDERS



Extra-powerful portable. Push-button controls. Balanced flywheel for silent operation. 2 speeds. Simulated leather case in charcoal or tan/brown. The *Senator.* (8TR2)

Height, 9½"; Width, 18½"; Depth, 14½".

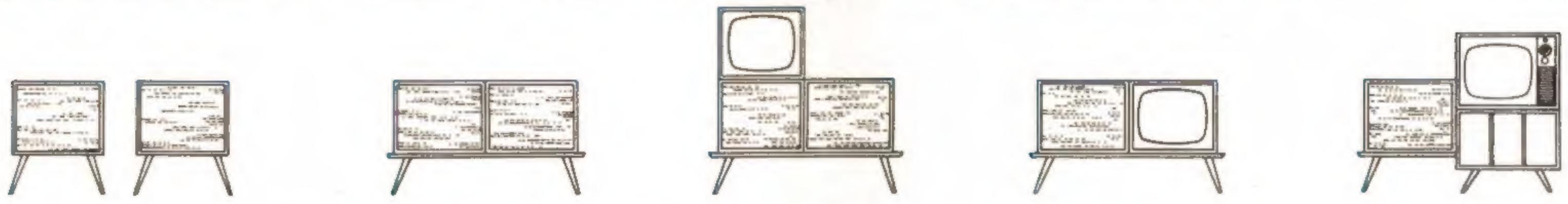
From baby's first words to Beethoven's last symphony—yours forever . . . with an RCA Victor Tape Recorder!



High Fidelity portable. 3 speakers. Remote control unit included. Balanced flywheel. Voice-music switch. Simulated leather case in gray or green. The *Diplomat.* (8TR3)

Height, 9½"; Width, 17½"; Depth, 14¾".

RCA VICTOR MODULAR STEREO. ORTHOPHONIC HIGH FIDELITY



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Matching units include: "Victrola," auxiliary speaker, record storage cabinet, AM-FM radio, magazine-loading Stereo Tape Recorder, table model TV and complementary benches. You can create numerous handsome furniture arrangements!



MARK XI MODULAR STEREO-ORTHOPHONIC HIGH FIDELITY

Functional modular units include: Mark XI "Victrola," Model SHP11; auxiliary speaker, Model SHS11; record cabinet, Model SHR11; record cabinet, Model RF11, with provision for drop-in tuner, Model 9T2; magazine-loading Stereo Tape Recorder, Model SC11; 2-unit bench, Model STD2; 3-unit bench, Model STD3.

Cabinets of hardboard in ebony; mahogany-, oak- or walnut-grained finishes. Benches, pale gold.

Dimensions: SHP11 "Victrola," height 29 $\frac{3}{4}$ " (with legs); 23" (without legs); width 20"; depth 16". SHS11 auxiliary speaker, same as "Victrola." SHR11 record storage cabinet, height 15"; width 23"; depth 16". RF11 record storage cabinet, same as SHR11. SC11 Stereo Tape Recorder, same as "Victrola." STD2 2-unit bench, length, 44 $\frac{1}{2}$ "; width, 16 $\frac{1}{2}$ ". STD3 3-unit bench, length, 64 $\frac{1}{2}$ "; width, 16 $\frac{1}{2}$ ".

MARK IX MODULAR STEREO-ORTHOPHONIC HIGH FIDELITY

Matching units include: Mark IX "Victrola," Model SHP9; auxiliary speaker, Model SHS9; record cabinet, Model SHR9; magazine-loading Stereo Tape Recorder, Model SC9; drop-in AM-FM tuner, Model 9T2; two lowboy 2-unit benches, Models SHB1, SHB2; 2-in-1 split-level record cabinet-and-bench, Model SHB3.

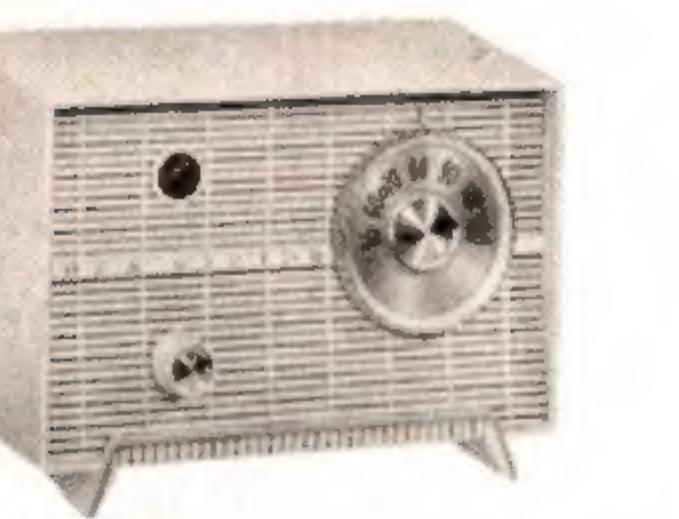
Finishes: ebony; mahogany, oak or walnut veneers and selected hardwoods. SHB2 and SHB3

benches in same 4 finishes. SHB1 in pale gold.

Dimensions: SHP9 "Victrola," height 32 $\frac{3}{8}$ " (with legs); 22 $\frac{1}{8}$ " (without legs); width 29 $\frac{1}{2}$ "; depth 16 $\frac{7}{8}$ ". SHS9 auxiliary speaker, same as "Victrola." SHR9 record cabinet, height 14 $\frac{1}{2}$ "; width 29 $\frac{1}{2}$ "; depth 16 $\frac{7}{8}$ ". SC9 Stereo Tape Recorder, same as "Victrola." SHB1 and SHB2 benches, length 60 $\frac{1}{2}$ "; width 17 $\frac{7}{8}$ ". SHB3 split-level unit, length 59"; width 27"; height 19 $\frac{1}{2}$ ".



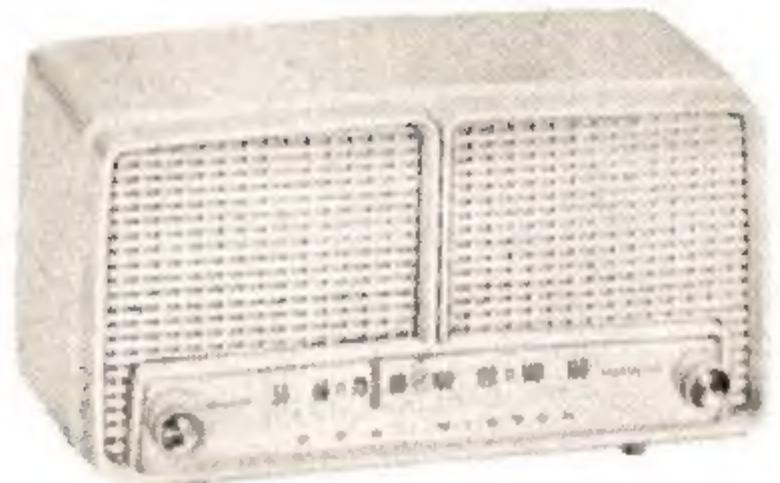
Budget-priced table radio
with distinctive modern styling. Printed circuit. In rich maroon finish. The *Cole*. (8X51)
Height, 6 $\frac{1}{16}$ "; Width, 9 $\frac{1}{2}$ "; Depth, 5 $\frac{9}{16}$ ".



Value-priced radio! On-off volume control on one knob. Printed circuit. Black, antique white, green or pink. The *Lyons*. (8X5)
Height, 6 $\frac{1}{16}$ "; Width, 9 $\frac{1}{2}$ "; Depth, 5 $\frac{9}{16}$ ".



Smart styling! New push-pull, on-off volume control. Printed circuit. Charcoal, white, yellow or pink. The *Burgess*. (8X6)
Height, 7"; Width, 11 $\frac{1}{2}$ "; Depth, 6".



Powerful twin speakers! Illuminated dial. Phono-jack for record player. Black, light gray, turquoise or ivory. The *Newcliffe*. (8X8)
Height, 7 $\frac{1}{8}$ "; Width, 12 $\frac{15}{16}$ "; Depth, 5 $\frac{1}{2}$ ".

SMART NEW RCA VICTOR TABLE RADIOS



Twin speakers . . . and it swivels! Phono-jack. Pink/white; gray/white; maple sugar/white. The *Woodlawn*. (9X10)
Height, 7 $\frac{1}{8}$ "; Width, 12 $\frac{3}{4}$ "; Depth, 6".



Built-in electric cigarette lighter. Twin speakers! Phono-jack. White, pink or green. The *Winthrop*. (9XL1)
Height, 7 $\frac{1}{8}$ "; Width, 12 $\frac{15}{16}$ "; Depth, 5 $\frac{1}{2}$ ".



Cordless table radio! All-transistor circuit. Completely portable. Inexpensive to operate. Powerful speaker. 4 smart finishes. The *Starliner*. (9TX2)
Height, 7 $\frac{5}{8}$ "; Width, 10 $\frac{3}{4}$ "; Depth, 5 $\frac{1}{4}$ ".



RCA VICTOR Radio-“Victrola” Combinations

Deluxe Portable Radio-“Victrola.” Fully automatic 4-speed “Victrola” plus powerful AM radio with “Golden Throat” tone. Printed circuit. Handsome simulated leather case. 2-tone green; tan/white. (9US5)

Height, 8 $\frac{1}{8}$ "; Width, 14 $\frac{5}{8}$ "; Depth, 18 $\frac{3}{8}$ ".

RCA VICTOR



Golden Throat

RCA Victor's exclusive "Golden Throat" tone system brings you full, rich sound.

**Wakes you pleasantly,
musically—turns on appliances,
record player automatically!**

RCA VICTOR **CLOCK-RADIOS**



Lulls you to sleep, shuts itself off, wakes you the next morning. Calibrated volume control. Turquoise, white, charcoal or yellow. The *Palomar*. (8C6)

Height, $5\frac{13}{16}$ "; Width, 13"; Depth, $5\frac{1}{4}$ ".



Low-priced clock-radio wakes you to music. New "Window Dial" tuning. Rich maroon cabinet. The *Squire*. (8C51)

Height, $5\frac{13}{16}$ "; Width, 13"; Depth, $5\frac{1}{4}$ ".



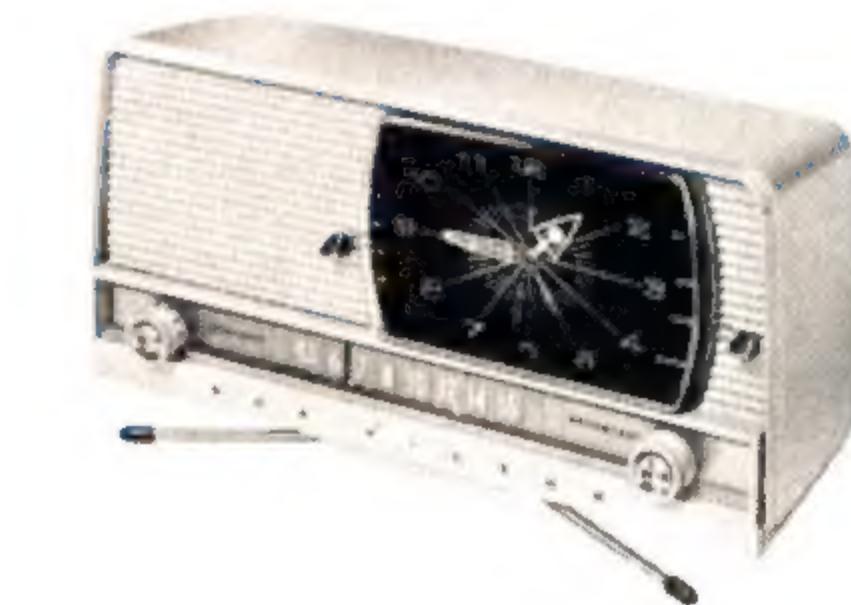
Wake up pleasantly, musically! New Calibrated volume control lets you pre-set listening level you prefer. "Window Dial" tuning. White, pink, blue or black. The *Dreamette*. (8C5)

Height, $5\frac{13}{16}$ "; Width, 13"; Depth, $5\frac{1}{4}$ ".



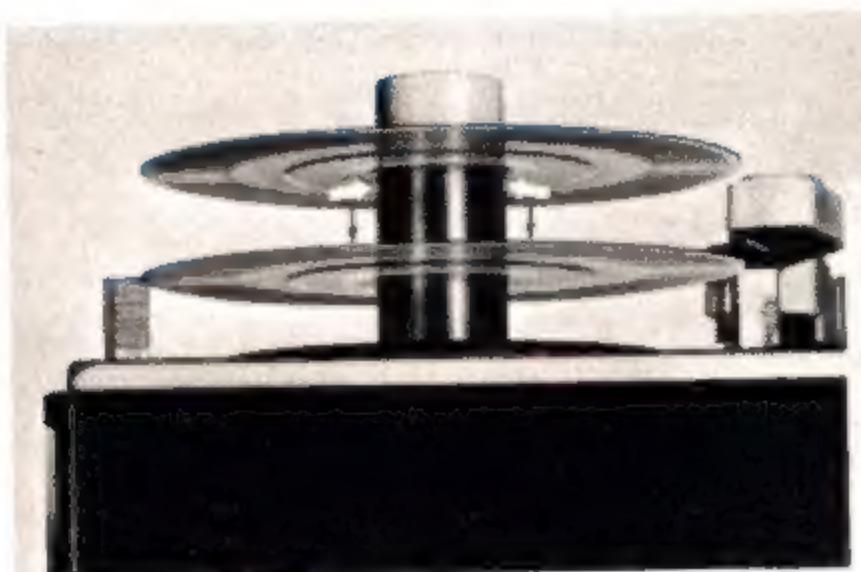
Controls appliances! Turns *off* after you're asleep; turns *on* automatically! Phono-jack. New "Instant-Set" levers. Antique white; pink- or turquoise/antique white. The *Herald*. (9C7)

Height, $6\frac{11}{16}$ "; Width, $12\frac{13}{16}$ "; Depth, $6\frac{1}{4}$ ".



Swivels—so you can face the music! Turns *off* and *on* automatically! Controls appliances. New "Instant-Set" levers. 2-tone gray; pink/white; maple sugar/white. The *Bulletin*. (9C8)

Height, $7\frac{1}{4}$ "; Width, $12\frac{13}{16}$ "; Depth, $6\frac{1}{4}$ ".



Velvet-Smooth operation. Supports on spindle-head retract during changing operation, releasing record which floats to turntable. Two blades hold remaining records in place.



Easy to load. Stack up to 14 "45" records . . . without fuss or trouble. Try it and see for yourself. These are the only records and record players *designed specifically for each other!*



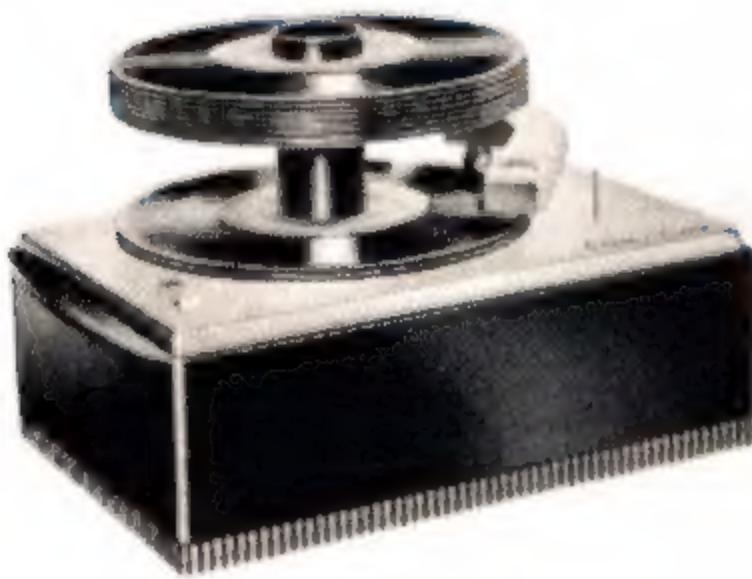
Easy to operate. Starts at the touch of a finger. Just give the button a feather touch—and the automatic 45 "Victrola"® takes over! So simple a child can operate it!



Easy on your records. Featherweight tone arm keeps record in that "just-bought" condition. Records last longer because record changing mechanism doesn't touch grooves.

THE RCA VICTOR FABULOUS "45"

ALMOST TWO HOURS OF MUSIC AT A SINGLE LOADING!



Automatic 45 "Victrola" attachment. Plays through any radio or TV with a phono-jack. Black, antique white or green. (6JY1)
Height, 7"; Width, 11½"; Depth, 7½".



Lowest priced automatic 45 "Victrola." Charcoal-and-coral, black-and-gray or white-and-red. (7EY1)
Height, 7½"; Width, 11¾"; Depth, 11".

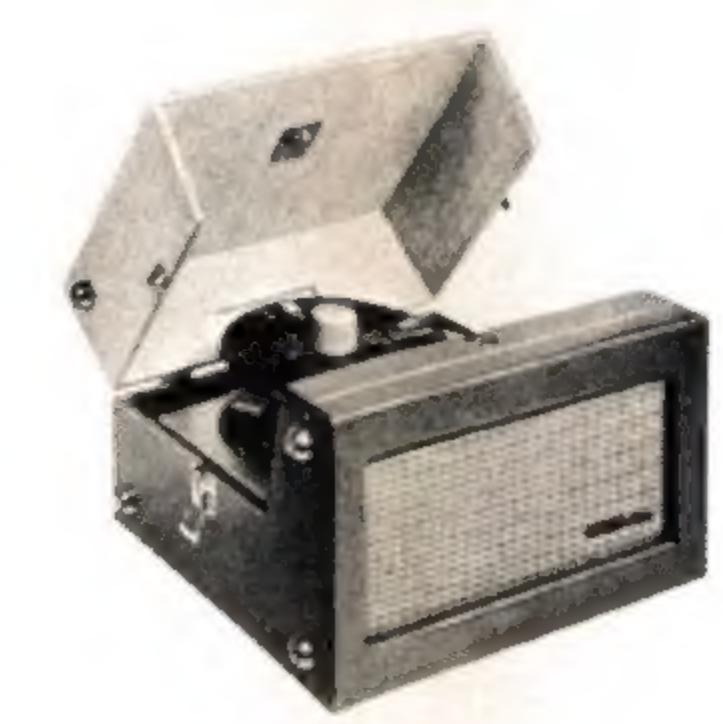


Deluxe automatic 45 "Victrola." Extra-large speaker. Handsome combination of 2-tone gray or 2-tone green. (7EY2)
Height, 7½"; Width, 11¾"; Depth, 11".



Low-priced portable automatic 45 "Victrola." Plays anywhere on AC current. Rust/white or green/white carrying case. (8EY31)

Height, 7½"; Width, 11¾"; Depth, 10¾".



Deluxe portable automatic 45 "Victrola." Plugs into any AC outlet. Durable simulated leather carrying case in brown/tan, 2-tone green or 2-tone blue. (6EY3)

Height, 7"; Width, 13¾"; Depth, 11".

In a selection of smartly styled, sturdily constructed cases designed to take hard knocks and keep on giving listening pleasure!



*Play "45" and 33½ Records—
Today's Two Most Popular Speeds.*

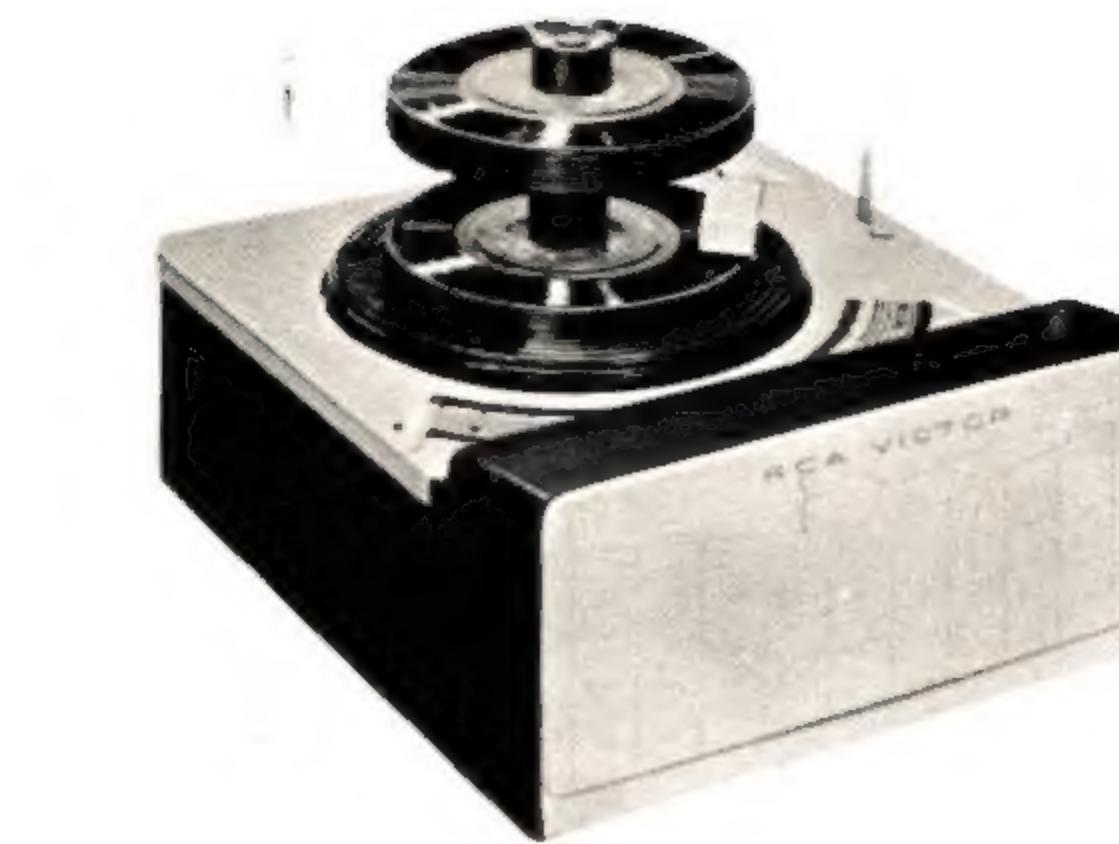
*Play up to 15 "45's" or one 33½
automatically. No longer need you
pay for speeds you don't use!*



Deluxe 2-Speed "Victrola." Extra-powerful performance.
Turquoise/antique white; sandalwood/terra cotta.
(9ED2)

Height, 5½"; Width, 13½"; Depth, 15¼".

NEW RCA VICTOR 2-SPEED "VICTROLAS"



2-Speed "Victrola" attachment. Plays through any radio
or TV with a phono-jack. Black-and-antique white.
(9JD1)

Height, 5½"; Width, 13½"; Depth, 15¼".



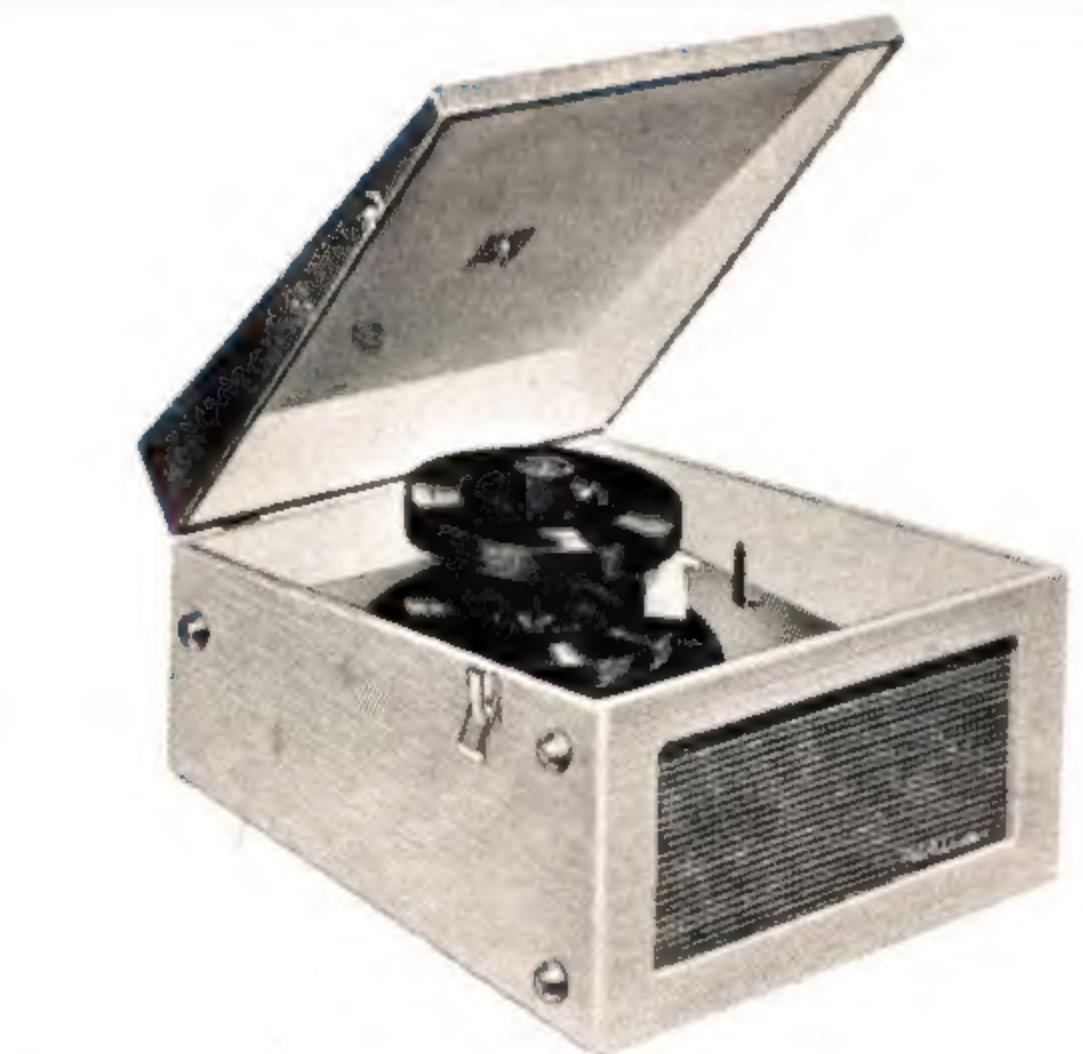
Low-priced 2-Speed "Victrola." Smart combinations of
charcoal-and-coral, or green-and-antique white. (9ED1)

Height, 5½"; Width, 13½"; Depth, 15¼".



Lowest-priced portable 2-Speed "Victrola." Plugs into
any AC outlet. 2-tone blue or brown carrying case.
(9ED31)

Height, 8"; Width, 14½"; Depth, 13½".



Extra-powerful portable 2-Speed "Victrola." Plugs into
any AC outlet. Durable simulated leather case in green/
gray or aqua/gray. (9ED32)

Height, 8"; Width, 14"; Depth, 16¾".



4-Speed Single-Play Portable "Victrola." Luggage-style case of washable vinyl laminated to steel. Gray, tan or green. (9EMP21)

Height, 5½"; Width, 12½";
Depth, 10¾".



Automatic 4-Speed "Victrola" attachment. Plays all four record speeds through any radio or TV with a phono-jack. 2-tone gray. (9JS1)

Height, 5½"; Width, 13½";
Depth, 15¼".

RCA VICTOR 4-SPEED "VICTROLAS"

Play all your records—in rich "Golden Throat" tone



Automatic 4-Speed "Victrola"! Big volume speaker. Rich "Golden Throat" tone. 2-tone green or gray/antique white. (9ESS)

Height, 5½"; Width, 13½";
Depth, 15¼".



Portable 4-Speed "Victrola." 2 speakers. Continuous tone control for exact bass or treble tone preferred. Simulated leather case in 2-tone gray or 2-tone green. (9ES6)

Height, 8½"; Width, 15¾";
Depth, 18¾".

RCA VICTOR

Lightweight Portable Radios give you the EXTRA FEATURES that give EXTRA PLEASURE.

- NON-BREAKABLE "IMPAC®" CASE
- "WAVEFINDER" ANTENNA
- "GOLDEN THROAT" TONE
- "POWER MISER" CIRCUITS

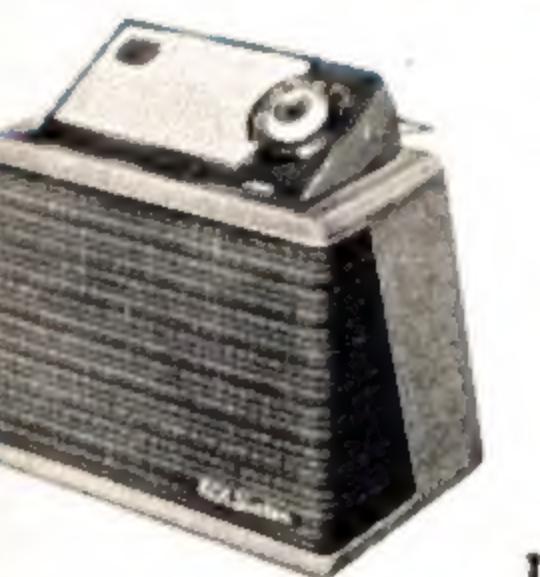
Exclusive with
RCA Victor
LIGHTWEIGHT
Portable Radios

BRAND NEW

"EXTRAS" FROM RCA VICTOR!

Two exciting transistor portable accessories to use with Models 1BT2 and 1BT3

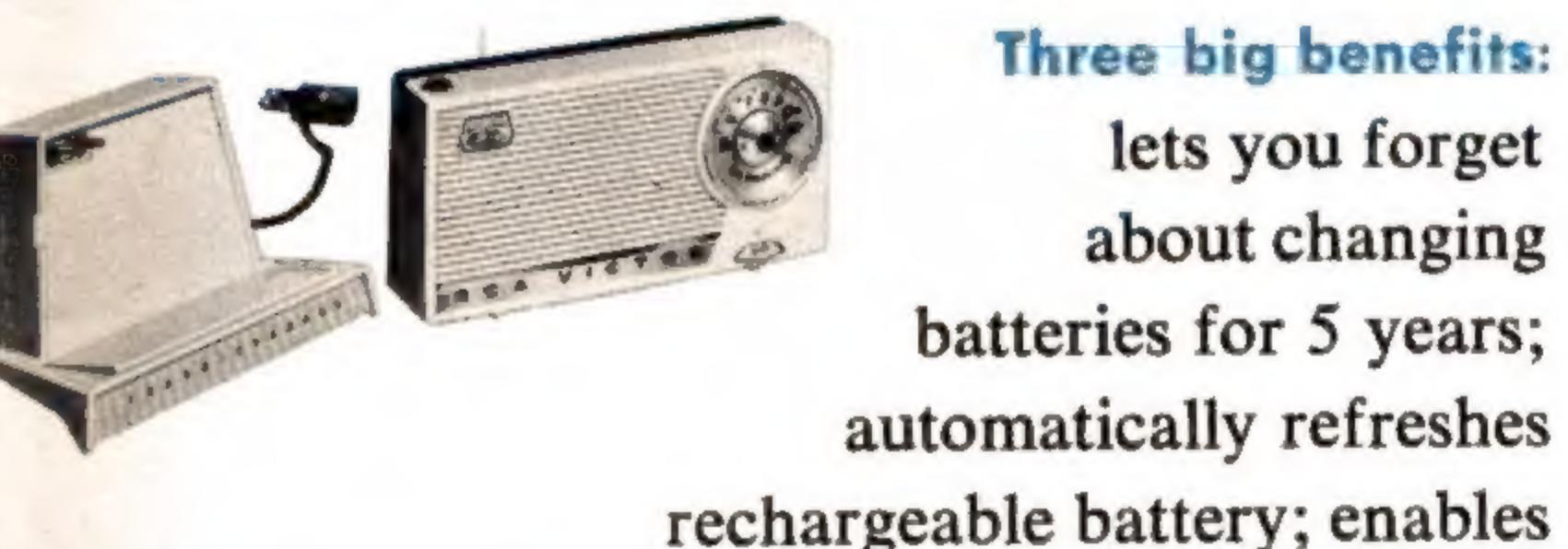
Deluxe Transicharger with Rechargeable Battery



Four big benefits:
lets you forget about changing batteries for 5 years; automatically refreshes

rechargeable battery; converts transistor "personal" into a *table radio* which operates while the battery is recharging; supplies big-volume performance due to its built-in auxiliary speaker. Antique white with contrasting grille cloth. Model BCS4.

Transicharger with Rechargeable Battery



Three big benefits:
lets you forget about changing batteries for 5 years; automatically refreshes rechargeable battery; enables

transistor "personal" to operate while battery charges. Iceberg white finish. Model RK222.



Budget-priced beauty! Handsome 2-tone styling. Non-breakable "IMPAC" case. White-and-maple sugar; white-and-turquoise. The *Shipmate*. (1BX5)

Height, 7½"; Width, 10¼"; Depth, 3½".



"Wavefinder" antenna turns for best signal. Non-breakable "IMPAC" case. Green-and-white; pink-and-white; yellow-and-white. The *Caravan*. (1BX6)

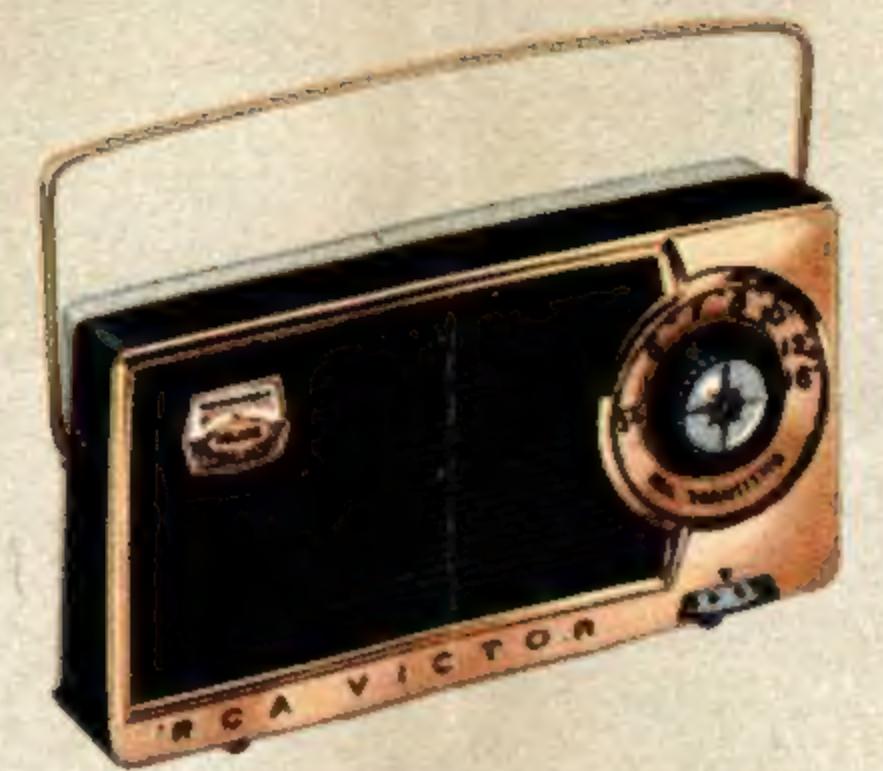
Height, 7½"; Width, 10¼"; Depth, 3½".



Operates on a rechargeable battery, or on penlight cells or mercury cells. "IMPAC" case. Earphone jack. "Golden Throat" tone. White, green/white or 2-tone blue.

The *Transicharg Super*. (1BT2)

Height, 3½"; Width, 7¼"; Depth, 1¾".



Deluxe transistor "personal." Operates on rechargeable battery. Also powered by penlight or mercury cells. "IMPAC" case. Earphone jack. Charcoal/white, pink/white or green/white.

The *Transicharg Deluxe*. (1BT3)

Height, 3½"; Width, 7¼"; Depth, 1¾".



All-transistor Circuit. Powered by flashlight batteries. Earphone plug. Simulated leather case in white, charcoal or russet. The *JETSTREAM*.* (1BT4)

Height, 5¼"; Width, 8"; Depth, 2½".

RCA VICTOR PORTABLE RADIOS

Rugged and lightweight • Non-breakable "IMPAC"® case



New easy-to-read tuning dial. "Wavefinder" antenna. Non-breakable "IMPAC" case. Flame-and-beige; turquoise-and-beige. The *Cruiser*. (1BX7)

Height, 7½"; Width, 10¼"; Depth, 3½".



Seagoing sound! Powerful marine band plus standard AM band. "IMPAC" case. "Wavefinder" antenna. Green. The *New Yachtsman*. (7BX9)

Height, 8¾"; Width, 11¾"; Depth, 5¼".



Extra-powerful Transistor Circuit. Simulated leather case in rich russet. Large speaker. Luminous slide rule tuning dial. The *Globe Trotter*. (1BT5)

Height, 6¾"; Width, 10"; Depth, 3½".



All-transistor short wave. Powered to pick up the world! 6 short wave bands. Standard AM band. Earphone jack. Phono-jack. Simulated black lizard case. The *Strato-World III*. (1MBT6)

Height, 8"; Width, 14½"; Depth, 5¾".

TRANSISTOR PORTABLE RADIOS

Glorious "Golden Throat" tone • Lightweight and easy to carry

See...hear
...and buy

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For the finest in home entertainment, always insist on New Orthophonic and Stereo-Orthophonic High Fidelity records from RCA Victor's vast library of recorded music.



®RCA trademark
for record and tape players.

Specifications subject
to change without notice.

Tmk(s)®

Printed in U.S.A.



RCA VICTOR
presents

Stereo-Orthophonic High Fidelity

High Fidelity that can bring you all the thrills of the new stereophonic records—brilliant performance on all other records!



PLUS SOUNDS OF THE FUTURE IN
Table Radios • Clock-Radios • Portable
Radios • Transistor "Personal" Radios
"Victrola" Phonographs • Tape Recorders

NEW RCA VICTOR STEREO-ORTHOPHONIC "VICTROLAS" FOR THRILLING STEREOPHONIC SOUND AND HIGH FIDELITY

Out of RCA electronics research, a dramatic new advance in high fidelity: RCA Victor's new Stereophonic "Victrola."® The ingenious 2-in-1 design of key components makes it possible for you to enjoy this startling new sound at a surprisingly modest cost. By the simple addition of an auxiliary speaker to your Stereo-Orthophonic "Victrola," you can enjoy all the thrills and breathtaking realism of stereophonic records, plus brilliant performance on all other records.

RCA Victor Stereo-Orthophonic High Fidelity "Victrolas" offer these exceptional features: new 2-in-1 "Living Stereo" Pickup; new 2-in-1 Supercharged Chassis; new "Living Stereo" Tone Arm; 4-speed "Floating Action" Automatic Record Changer; and famous Panoramic Sound System. All of which can add up to the most thrilling sound your ears have ever heard!

The stereo record has a completely new kind of groove—both stereo sound channels are recorded independently, one on each of the opposite walls of the groove.



Left
channel.

Right
channel.

This is a blown-up view of groove.

Sound is picked up from both the left and right sides of each groove—supplying the two sound sources which give such breathtaking realism to recorded music.

New 2-in-1 "Living Stereo" Pickup...designed, developed and manufactured by RCA Victor to give you optimum reproduction of the new stereo records and all the records you now own!

New 2-in-1 "Supercharged Chassis"...employs a unique circuit design developed by RCA Victor. The two amplifiers needed for stereophonic sound reproduction are combined on a single compact chassis.



Stereophonic sound is recorded with two or more microphones—played back through a dual amplifier and two speaker systems. This recording system gives the sound increased direction, depth and dimension—a remarkably realistic quality.

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...and buy

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